

POSITION DUTY STATEMENT

DFPI-HR0 203 (Rev. 08-21)



NAME [Name of candidate hired]	EFFECTIVE DATE [Date position filled]
CLASSIFICATION TITLE Associate Governmental Program Analyst	POSITION NUMBER [410-xxx-5393-xxx]
WORKING TITLE Marketing Analyst	DIVISION/OFFICE/UNIT/SECTION Communications/Digital Team
BARGAINING UNIT R01	GEOGRAPHIC LOCATION

General Statement: Under the general direction of the Digital Director, the Marketing Analyst is responsible for collaboratively creating and tactically executing an integrated marketing strategy for the Department of Financial Protection and Innovation in alignment with the department's brand and goals. The responsibilities include planning for and executing integrated paid and earned omni-channel marketing activities to help ensure audience engagement, lead generation, and ROI. The incumbent is also responsible for recommendations on program strategy, budgets, and expenditures.

The Marketing Analyst will play a key role in optimizing, building, and executing campaigns to educate and engage consumers. The incumbent will also explore new platforms and services that unlock additional opportunities with our audience over time. Duties include, but are not limited to, the following:

A. Specific Assignments [Essential (E) / Marginal (M) Functions]:

45% Strategy (E)

Independently collaborates with the Content Production Specialist to develop marketing materials to ensure target audiences understand, participate in, and accept department programs and policies. Develops, implements, and monitors annual goals, objectives, and activity/performance measures for the marketing section to determine progress. Implements marketing plans to deliver key messages to target audiences using various communication tools as appropriate within budget and timeframes to accomplish goals. Researches and analyzes industry trends/best practices, advanced SEO techniques, and competitive landscape to identify actionable opportunities to drive organic rankings, site traffic, and findability. Recommends new SEO content to drive additional site rankings. Builds email lists, creates emails, and nurture leads through written communications while tracking metrics to measure the effectiveness of email campaign strategies and tactics.

20% Campaigns (E)

Independently develops, implements, and monitors marketing campaigns to promote DFPI products using various traditional marketing methods (i.e., paid social media, email marketing, print advertising, radio/TV ads, etc.), as well as nontraditional methods (i.e., streaming services, influencers, podcasts, etc.). Maintains relationships with outside agencies and collaborates with the Campaign

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Manager and Digital Analyst to ensure marketing strategies are being met across active campaigns. Curates and monitors news and social media to ensure the effectiveness of outreach.

20% Community Outreach Support (E)

Work collaboratively with programmatic areas within the Department to support participation in tradeshows, industry conferences, and outreach events including the creation of marketing plans for events and tradeshows. Assist with the creation of the display setups and marketing materials for in-person events. Attends events when required and supports the Targeted Outreach team to promote DFPI programs by working exhibit tables, talking to organization/community representatives, and ensuring the proper collection and storage of participant data from virtual or in person events. Performs post-event analysis on event return on investment, by conducting surveys. Supports the Grants Manager with the planning, creation, and review of all promotional activities.

10% Budgeting (E)

Reconciles the division's credit card billing, expenses, and invoices and provides to the Business Operations Office. Prepares purchase requests, audits invoices, and reconciles invoices to align with the allowable contracted amounts according to the division's approved budget. Analyzes expenditures and makes recommendations to management. Use digital tools to connect, organize, analyze, and visualize data. Develop reports and dashboards for internal stakeholders to help provide transparency on progress with departmental KPI's. Manages the marketing budget and assists with the procurement and renewal of third-party contracts and services.

5% Other (M)

Performs other job-related duties as required.

B. Supervision Received

The Marketing Analyst reports directly to the Digital Director and works closely with other members of the Communications Team; may receive assignments and/or direction from the Deputy Commissioner of Communications.

C. Supervision Exercised

This position does not have supervisory duties; may act as a lead to other staff members in certain functional areas and/or for small, to moderately sized projects.

D. Administrative Responsibility

None.

E. Personal Contacts

- Peers: Communications Division (Multimedia and Grants Office, Targeted Outreach Office, Public Affairs Office) and other DFPI staff
- DFPI Executive leadership
- General public
- Other government agencies (e.g., DGS, CalHR, CFPB, FDIC, DOJ)
- Business, Consumer Services, and Housing (BCSH) Agency

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- Stakeholder groups and contracted vendors

F. Actions and Consequences

If the duties and responsibilities described for this position are not performed adequately, consequences to the Digital Team and the DFPI include:

- Noncompliance with budgetary and statutory requirements to effectively communicate DFPI activities and initiatives.

G. Functional Requirements

The incumbent works 40 hours per week in an office setting, with artificial light and temperature control. The use of a personal computer, telephone, copier, and fax machine is essential to the duties of this position. The majority of work can be performed seated or standing at an assigned workstation; occasional need to assist with transporting files, supplies, and other workplace equipment as needed. The position requires bending and stooping to retrieve files, sitting, and standing consistent with office work, and light lifting of no more than 25 lbs.

H. Other Information

Desirable Qualifications: Proven experience as a marketing specialist or similar role. Thorough understanding of marketing elements (including traditional and digital marketing such as SEO/Social media etc.) and market research methods Solid computer skills, including MS Office, marketing software (Adobe Creative Suite & CRM), and applications (Web analytics, Google AdWords etc.) Well-organized and detail-oriented, with exceptional communication and writing skills. Ability to use creativity and critical thinking and take calculated risks. BSc/BA in marketing, communications, public relations, or professional certification. Works well with others, under changing priorities, and work irregular hours when workload dictates.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Health & Safety analyst.)

Employee Signature

Date

Employee's Printed Name, Classification

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature

Date

Supervisor's Printed Name, Classification